

Message Text

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PAGE 01 DAMASC 02180 051110Z
ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-08 PASS-00 /019 W
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R 051005Z APR 77
FM AMEMBASSY DAMASCUS
TO SECSTATE WASHDC 2531

UNCLAS DAMASCUS 2180

E.O. 11652: N/A
TAGS: BEXP, SY
SUBJECT: 24TH DAMASCUS INTERNATIONAL FAIR PARTICIPATION

TO: LINDSAY MANUFACTURING COMPANY
LINDSAY, NEBRASKA

1. WISH TO REPEAT AMBASSADOR MURPHY'S INVITATION FOR PARTICIPATION 24TH DAMASCUS INTERNATIONAL FAIR. SYRIA IS AT CROSSROADS IN AGRICULTURAL DEVELOPMENT. SHE MUST DEVELOP EXTENSIVE DRY LANDS WHILE FACING AGRICULTURAL LABOR SHORTAGE PROBLEMS IDENTICAL TO THOSE FACED AND OVERCOME BY U.S. AGRICULTURE. COMPLETION OF EUPHRATES DAM HAS MADE AVAILABLE 25 BILLION CUBIC METERS WATER ANNUALLY FOR IRRIGATION OF SEVERAL HUNDRED THOUSAND HECTARES. HIGH TECHNOLOGY IRRIGATION WILL BE AT A PREMIUM BECAUSE OF NEED TO MECHANIZE AND AVOID SALINATION, IN ADDITION TO OVERCOMING LABOR SHORTAGE.

2. WE ARE PARTICULARLY INTERESTED IN ZIMMATIC CENTRAL PIVOT SYSTEM AS EXAMPLE TYPE OF U.S. TECHNOLOGY AVAILABLE. SYRIAN GOVT. ESTIMATES POSSIBLE MARKET FOR 5000 UNITS.

3. PROMINENT DAMASCUS ALEPPO BUSINESSMAN AND FARMER IS VERY INTERESTED YOUR EQUIPMENT BOTH TO PURCHASE UNITS YOU WOULD BRING FOR DISPLAY AT THE FAIR AND FOR LONG-TERM COLLABORATION MARKETING YOUR PRODUCTS IN
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SYRIA. HE IS INTERESTED IN INITIAL PURCHASE SEVERAL MACHINES FOR USE ON HIS OWN FARM. HE REQUESTS YOU SEND TECHNICAL LITERATURES AND DETAILED PROFORMA INVOICES TO HIM DIRECTLY: DR. AHMAD F. EL-ADLY, C.I.T.A., P.O. BOX 3220, DAMASCUS, SYRIA.

4. AGAIN MUST EMPHASIZE ADVANTAGES ACCRUING TO FAIR

PARTICIPATION. ONE, EXPOSURE OF TOTALLY NEW TECHNOLOGY
TO LARGE POTENTIAL MARKET HITHERTO UNAWARE OF ITS
EXISTENCE. TWO, OPPORTUNITY TO MEET AND ASSESS POTENTIAL
AGENTS. THREE, NEAR CERTAINTY YOU CAN SELL ALMOST ALL
EQUIPMENT BROUGHT FOR DISPLAY. HOWEVER, NEED RESPONSE
SOONEST, AS I MUST NEGOTIATE A PLACE TO PUT ZIMMATIC
ON DISPLAY IN THE FAIR GROUNDS - A 1250 FOOT LONG
MACHINE TAKES UP A LOT OF ROOM. FAIR AUTHORITIES ASSURE
ME THEY CAN DISPLAY ZIMMATIC ON STRIP FACING MAIN
HIGHWAY INTO CITY OF DAMASCUS.

PATRICK N. THEROS, CHIEF, ECONOMIC/COMMERICAL SECTION

AMERICAN EMBASSY
DAMASCUS, SYRIA.
MURPHY

NOTE BY OC/T: PASSED ABOVE ADDRESSEE

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NNN

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